

⊠PUBLIC□INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished,	please save and email to:	: he.academicprogramactions@dhe.mo.	gov		
Sponsoring Institution: Northwest	Missouri State Univers	sity			
Program Title: General MBA					
Degree/Certificate: MBA-Master pf Business Administration					
If other, please list: Click here to ent	er text				
Options:					
Delivery Site: On campus and Online	÷				
CIP Classification: 520201					
Implementation Date: 1/2/2020					
Is this a new off-site location?	∕es ⊠ No				
If yes, is the new location within yo *If no, public institutions should consult the c					
Is this a collaborative program? *If yes, please complete the collaborative pro	□Yes ⊠No grams form on last page.				
Please list similar or comparable p	rograms at Missouri p	public institutions of higher educat	on.		
Click here to enter text	•				
CERTIFICATIONS: ☑ The program is within the institution	on's CBHE approved r	mission. (public only)			
☑ The program will be offered within the institution's CBHE approved service region. (public only)					
□ The program builds upon existing	programs and faculty e	expertise			
☑ The program does not unnecessariarea.	ily duplicate an existing	g program in the geographically-appl	icable.		
☑ The program can be launched with budget. (public only)	n minimal expense and	I falls within the institution's current of	perating		
AUTHORIZATION		· ·			
Name/Title of Institutional Officer	Signature	Date			

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
 2.50 undergraduate GPA, GMAT 440 or GRE with verbal 143, quantitative 142
- Characteristics of a specific population to be served, if applicable.

 There is general interest in MBA programs from business undergraduate degree completers as well as prospective students that want to increase their business and management acumen and decision making skills. In 2016 the General MBA emphasis was changed to "General Management" and that has been a popular program (over 130 students). Marketing research, as well as input from aspiring students, is that a true "General" emphasis is still desired, in addition to "General Management." The School of Business is adding that emphasis back with this proposal.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
 The program is accredited by ACBSP and the MBA faculty hold terminal degrees in their respective business subfields/disciplines.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

 100% of SCH are in courses with full-time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.

 MBA graduate faculty are tenure-track and ranked and will have the expectation for student engagement, instructional delivery, and professional development that is expected of ranked faculty in Chapter Two of the Faculty Handbook at Northwest Missouri State University.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
 ~70 FTE
- Percent of full time and part time enrollment by the end of five years. About 20% full-time, 80% part-time.

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	10	10	15	15	15
Part Time	20	35	60	65	65
Total	30	45	75	80	80

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
 20 graduates per year at 3 years, 35 graduates per year at 5 years
- Special skills specific to the program.
 There is general interest in MBA programs from business undergraduate degree completers as well as prospective students that want to increase their business and management acumen and decision making skills.
- Proportion of students who will achieve licensing, certification, or registration.
 n/a
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
 Expectation is 60% or more will place above the 50th percentile on the national normed ETS exam.
- Placement rates in related fields, in other fields, unemployed.
 Placement rate is expected to remain between 95% and 99%.
- Transfer rates, continuous study.
 n/a

5. Program Accreditation

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans
to seek specialized accreditation, please provide rationale.
 The program is accreditated by the Accreditation Council for Business Schools and
Programs (ACBSP).

6. Program Structure

- A. Total credits required for graduation: 30
- B. Residency requirements, if any: none
- C. General education: Total credits:

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
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D. Major requirements: Total credits: 30

Course Number	Credits	Course Title
ACCT 51646	3	Managerial Accounting
ECON 52651	3	Macroeconomics for Business Managers
FIN 53621	3	Financial Management
MGMT 54616	3	Organizational Behavior in Administration
MGMT 54618	3	Executive Seminar
MKTG 55630	3	Strategic Marketing
ACCT 51600	9	Three advisor approved business courses from these five disciplines codes
ECON 52600		
FIN 53600		
MGMT 54600		
MKTG 55600		
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- E. Free elective credits: 0 (sum of C, D, and E should equal A)
- F. Requirements for thesis, internship or other capstone experience: Executive Seminar course must be taken during last term of enrollment.
- G. Any unique features such as interdepartmental cooperation: N/A

7. Need/Demand

Student demand

Expected satisfaction rate for alumni is high. Timing will be at least once every five years based on the curriculum review process.

Employers satisfaction should also be high, based on employer surveys and a newly formed professional advisory board in the School of Business.

Missouri Economic Research and Information Center (MERIC) Long-Term Occupational Projections shows the long-term need for general manager positions of nearly 1,000 positions per year over a ten year period. Additionally, specific job titles of Human Resources Specialists, Logisticians, Management Analysts also show new or replacement positions needed in both the near term

and long-term analyses.

Societal demand

We will continue to attract international students to the Maryville campus with emphases like Marketing and Business Analytics which is a contributor to economic development in the state and region.

⊠I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

- Sponsoring Institution One: Choose an institution
- Sponsoring Institution Two: Choose an institution
- Other Collaborative Institutions: Click here to enter text
- Length of Agreement: Click here to enter text
- Which institution(s) will have degree-granting authority? Click here to enter text
- Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions? Click here to enter text
- What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
- Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
 Click here to enter text
- What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
 Click here to enter text

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